

Victor Utsch Teixeira

Digital Marketing Analyst

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EXPERIENCE

Select Marketing

2019 - 2020

- Design social media pieces for the brand and its clients
- Develop and layout SEO content for lead attraction
- Update clients' websites

Sitdry

2017 - 2020

- Develop marketing strategies for social media
- Create outreach material and communication pieces for each product
- Promote the company's presence at events

Picchioni Câmbio

2018 - 2019

- Create online campaigns to raise brand awareness
- Get website traffic and app downloads through ads on Google, Facebook and Instagram
- Design pieces for social media
- Monitor all social media channels
- Create email marketing campaigns
- Create content for the brand's blog

CEMIG Telecom

2017 - 2018

- Design internal communication pieces
- Create outreach material for conventions
- Develop supporting materials for sales people
- Plan events
- Create advertisement campaigns

SELECTED PROJECTS

E-clipse Productions

facebook.com/EclipseProducoes31

E-clipse was founded with the intention to help young independent artists to be able to have a professional recording of their art. I was responsible for planning, recording, editing and publishing the content.

videomaker

social media

EDUCATION

Pacific Training Group

Diploma of Social Media Marketing

July 21 -

Pacific Training Group

Certificate IV Leadership and Management

May 20 - May 21

UNA

Postgraduate in Digital Communication and Social Media

March 18 - February 19

Newton Paiva

Bachelor in Media – Advertising

May 14 - May 17

SKILLS

Specialities

Strategic Planning, Paid Media, SEO, Content Strategy, Graphic Design, Video Production, Audio Production

Tools

Adobe Creative Suite, Microsoft Office, Wordpress, HTML & CSS, Google Ads, Google Analytics, Facebook Business

Belos Horizontes

facebook.com/beloshorizontescsc

Was created with the intention to disseminate projects and actions of the cultural sphere as a socializing vector.

social media

photography